

change
donations

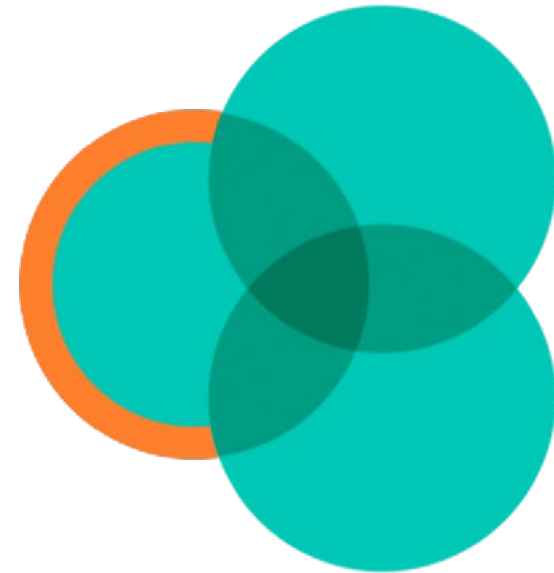
Give every purchase a purpose



SEEKING
HUMAN
KINDNESS

Our Mission

Create a community of everyday philanthropists, by helping individuals inspire positive change through their every day spending.



The Cashless Trend

33%

Charities annual spend on fundraising

-24%

Decrease in donations since 2010

-70%

Decrease in cash donations since 2015



Disconnect with the younger generation

62

Average age of donors

11%

Millennials giving today

73%

Millennials volunteer



Worldwide Giving Trends



4.5

Avg # charities each person supports

28%

Avg growth in mobile giving (last 5 years)






69%

Of the population gives

1.8B

Facebook Donations (last 2 years)

The Micro Trend

					
B2B	✓	✓	✗	✗	✗
Available in Ireland	✓	✗	✗	✓	✗
Round Up Functionality	✓	✓	✓	✓	✓
Facilitates Fundraising	✓	✓	✓	✓	✗
Multiple Charities	✓	✗	✗	✗	✗

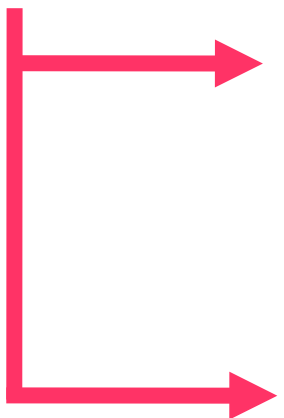


Morning Coffee:
€2.85

The Everyday Philanthropist



Round-up:
€0.15



American Red Cross



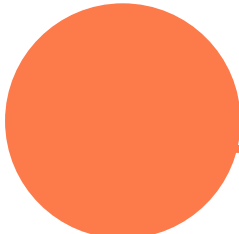
Business Model

Operational Notes

- We use Stripe to process all payments.
- We use Plaid to integrate with all Irish banks.
- We are in the process of registering as an AISP.

 **Charity Listing Fee** **15%**

 **No Onboarding costs** **€0**

 **Free for Donors** **€0**

Early Traction

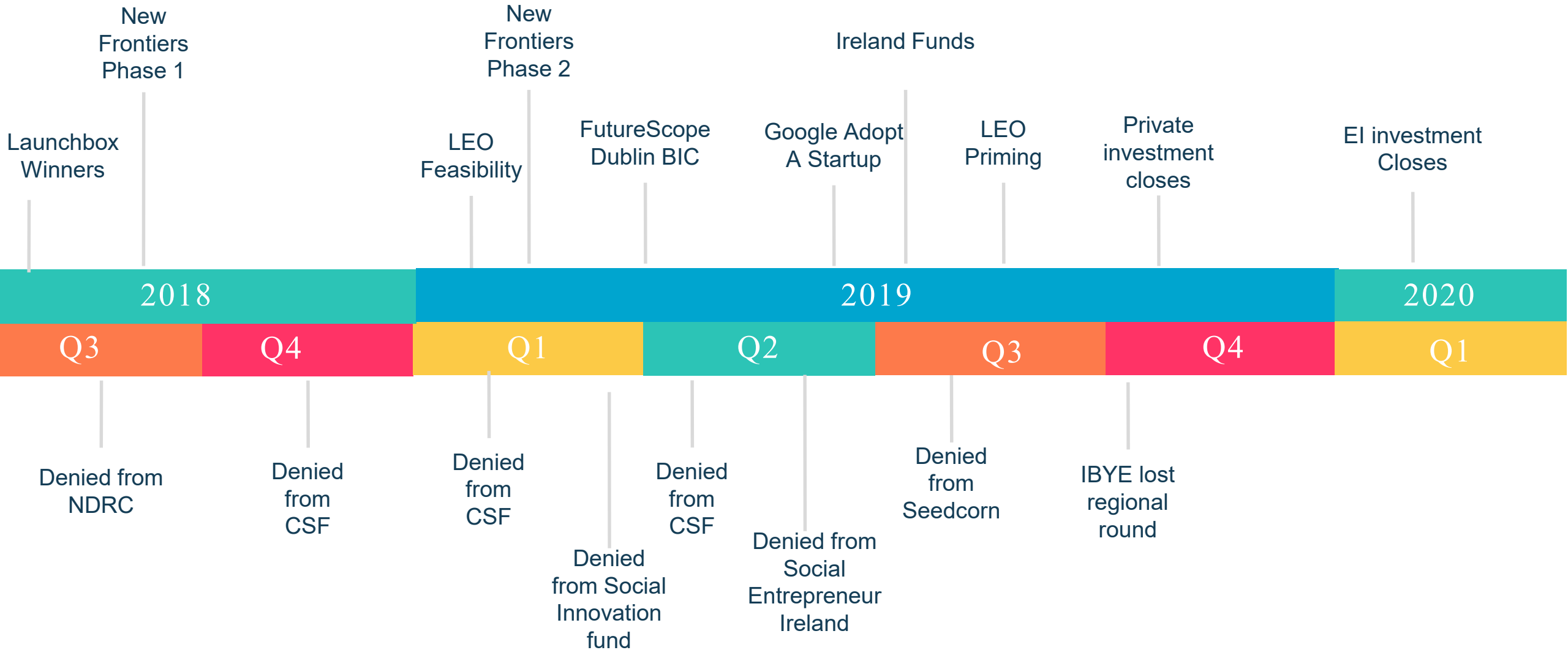
20 Charities
Live

32 Registered
Charities

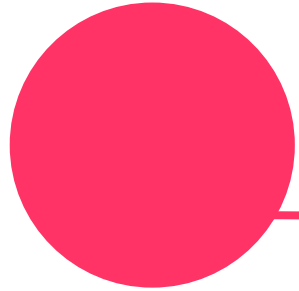
200 Donors
Signed Up



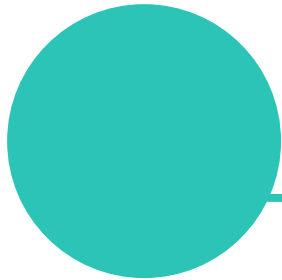
Roadmap



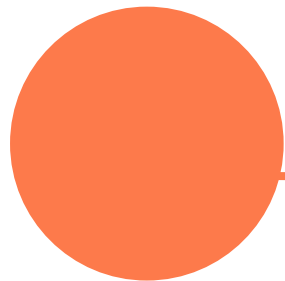
Government Infrastructure for startups



LEO, Dublin BIC, meetups , Dogpatch Labs, GEC



New Frontiers, SEI, Google, Ireland Funds



EI, NDRC, Private investment, EAF



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